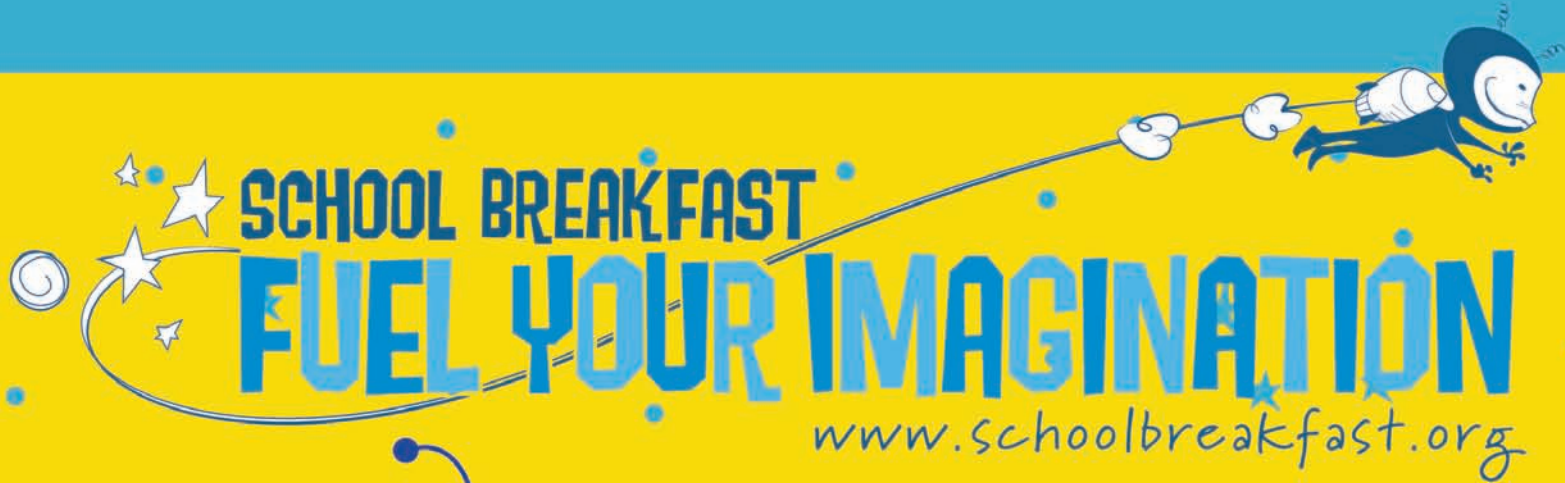


TOOLKIT AND RESOURCES FOR SNA MEMBERS



National School Breakfast Week March 3-7, 2008

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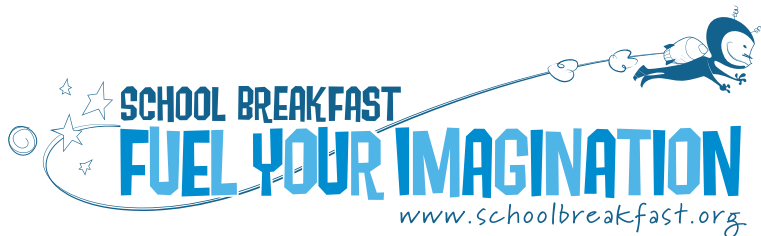
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What is Fuel Your Imagination?

The purpose of the 'Fuel Your Imagination' campaign is to educate children about the importance of eating breakfast and the benefits of eating breakfast at school.

As well as educate, 'Fuel Your Imagination' will entertain children with a fun space theme, help them learn more about nutrition and foster their creativity. The campaign runs from November 2007 to March 2008, culminating during National School Breakfast Week, March 3-7, 2008.

The School Nutrition Association (SNA), General Mills Bakeries and Foodservice and the National Dairy Council (NDC) are excited to bring you great tools and resources to promote the School Breakfast Fuel Your Imagination Campaign.

What is National School Breakfast Week (NSBW)?

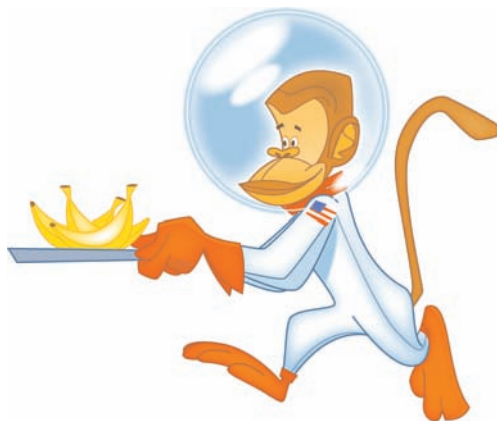
National School Breakfast Week (NSBW) was launched in 1989 to raise awareness about the availability of the School Breakfast Program (SBP). Each year, SNA helps you celebrate this important week with a fun theme.

The goals of NSBW are to share several important messages with students, parents and the media:

- The SBP is available at your school, it meets dietary guidelines and, best of all; it is a tasty and fun way to start the school day!
- There is an established link between eating breakfast and academic success.
- Eating a nutritious breakfast can help kids maintain a healthy weight. In today's climate of heightened awareness around childhood obesity, this is a great benefit to offer kids.

What is the Toolkit?

SNA provides a range of tools to help you celebrate NSBW and raise the profile of your breakfast program. The toolkit is a guide to these tools, where you can find them, and how they will help you fuel your NSBW celebration blast off.



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The Facts about School Breakfast

A Handout for Parents and Teachers

School Breakfast is proven to be good for children's bodies and their minds. Research shows that children who eat breakfast have improved memory, problem-solving skills, verbal fluency and creative abilities. So, why not start your kids off with school breakfast every day?

School Breakfast Today—the Quick Facts!

- Permanently established in 1975, the School Breakfast Program (SBP), is a federally funded, locally delivered nutrition program, similar to the National School Lunch Program (NSLP).
- SBP provides a nutritious breakfast to more than 9.3 million children each school day
- Over 80,000 schools and institutions serve school breakfast every day, compared to almost 100,000 that offer NSLP
- For fiscal year 2006, Congress appropriated \$2.07 billion for the SBP
- Innovative approaches to serving breakfast include serving it during first period, 'grab and go' bags in the halls or even serving on the school bus.

Why Eat School Breakfast?

School Breakfast really is the most important meal of the day for kids as it provides the necessary fuel to start a day of learning and achievement. Research has shown that children who eat breakfast have:

Higher Academic Scores

- Students who eat breakfast earn, on average, a letter grade higher in math than kids who don't according to *Pediatrics Magazine*
- Studies have also shown eating breakfast results in higher test scores¹

Improved behavior

- Hungry children are more likely to have discipline problems
- Satiated teens are less likely to be suspended from school²

Reduced tardiness and absenteeism

- Kids who participate in the School Breakfast Program are tardy and/or absent from school less often²

Less visits to the Nurse's Office

- Research has revealed that children who eat breakfast visit the nurse's office less often²

School Breakfast: Good for Kids

- School breakfast provides 25% of the recommended daily allowance of protein, calcium and iron, vitamins A and C and calories for your kids as well as meeting federal nutrition guidelines based on the Dietary Guidelines for Americans.
- Eating breakfast positively impacts weight management as there is less risk of becoming overweight and/or obese for children who eat breakfast²
- School breakfast helps to build lifelong healthy eating habits²

On any given day, 51% of kids go to school without breakfast³

¹ www.schoolnutrition.org

² "School Breakfast Scorecard 2006"; Food Research and Action Center; www.frac.org

³ Child Nutrition Foundation/National Dairy Council®

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Galaxy of Ideas & Participation Sweepstakes

The April 2007 issue of *School Foodservice & Nutrition* featured ideas for events, decorations, costumes, games and other participation-boosting activities for NSBW 08. Need more? Check out our list below:

Participation and Sticker Sweepstakes

Tell us how 'Fuel Your Imagination' has impacted your participation levels in school breakfast and what you are doing to celebrate NSBW and enter for your chance to win. Fill out our online participation sweepstakes form and you will have the chance to win stickers for your school. At the end of each month between November 2007 and March 2008 we will randomly pick 10 winners (50 in total) to receive stickers for their school. The deadline for all your feedback is March 31, 2007, but enter by January 31 and you can have your stickers delivered in time for NSBW. To enter, visit our participation sweepstakes page at www.schoolnutrition.org/nsbw

You could...

- Use SNA's breakfast menus to showcase stellar breakfasts from around the galaxy
- Build a breakfast rocket in the school cafeteria
- Put pictures of rockets, planets and distant galaxies on the cafeteria walls
- Partner with the Science department to teach students more about astronomy, space and the solar system
- Invite special guests to share breakfast with your students
- Run a local 'Fuel Your Imagination' Creative Writing Contest with prizes for the winners and highlight the link between eating a good breakfast and having the fuel to achieve your dreams
- Use the quiz questions available at www.schoolnutrition.org/nsbw and have a new quiz each day at breakfast
- Give out fuel credit sheets at breakfast time, tabulate results and announce the winning rocket for you school...
- ...then watch the national rocket race winner blast off to Planet Breakfast during NSBW 2008
- Offer prizes to the classroom with highest participation during NSBW
- Decorate the cafeteria and school with promotional materials with the 2008 NSBW theme School Breakfast 'Fuel Your Imagination' available from the SNA Emporium.

How to publicize your events & activities

- Add information about your school and your planned NSBW activities to the sample news releases. Ask local dietitians, pediatricians, teachers, parents and students how they view the school breakfast program, and, with permission, use their comments in the releases. Print the releases on your own letterhead and list yourself as contact. Send these releases to your media contacts about 10 days prior to NSBW.
- Get others involved! Speak to teachers, administrators, parents and others to gather support for a breakfast week celebration.
- Publicize NSBW and announce the winners of your creative writing contests on the back of your school menus and in school newspapers.
- Order, copy and distribute the NSBW 2008 brochure and activity sheets to pass out to students and parents.



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'Fuel Your Imagination' Resources

SNA has put together a wide range of resources to help you get the most out of NSBW. Take a look and decide which tools can help you reach for the stars:



Web Site

SNA's 'Fuel Your Imagination' web site and campaign center can be found at www.schoolnutrition.org/nsbw. If you need a resource for NSBW, chances are you will find it here, including:

- Permission form for logo usage
- 5 breakfast menus for NSBW
- Participation tracker sweepstakes
- Backpack brochures for students and parents
- Downloadable presentations for foodservice teams and key stakeholders
- Customizable press releases announcing NSBW and Creative Writing Contest winners
- Activity sheets
- Banner ads for school web sites
- Merchandise

Menus

SNA has put together a special NSBW menu of space themed breakfasts including a Galaxy of Grub and Blast-off Burritos! In case you wondered, these inter-galactic dishes are easy to make at your school. This fun menu is a great way to get the 'Fuel Your Imagination' message out, while increasing participation. The menus can be found in the April issue of *School Nutrition* magazine or online at www.schoolnutrition.org/nsbw

Expanding Breakfast Online Course

The Child Nutrition Foundation (CNF), with funding from the National Dairy Council (NDC), has brought the wildly popular Expanding Breakfast Kit to life as a 2-hour, fully interactive online course teaching school nutrition professionals how to start an alternative breakfast program—or increase participation in their existing breakfast programs—by expanding breakfast outside the cafeteria!

Information on how to take the class can be found at: www.schoolnutrition.org/expand



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Parent/Student Brochure

This glossy color backpack brochure is great for spreading the school breakfast message to students and parents. The brochure outlines how the program works and the benefits of eating a healthy school breakfast. The backpack brochure is a great way to widen your influence outside of the cafeteria. The brochure is available to order from SNA's Emporium in packs of 100 and is free (you just pay shipping). Contact SNA's Emporium at 1-800-728-0728 or visit www.emporium.schoolnutrition.org. You can also download the brochure and print it at your school, by visiting www.schoolnutrition.org/nsbw



School Breakfast 'Fuel Your Imagination' Merchandise

To really make a splash in your cafeteria, purchase some themed breakfast week materials from SNA's Emporium. There are a wide range of bright, fun items such as t-shirts, aprons, baseball caps, as well as posters, pencils, balloons and other small giveaways for your students. Call SNA's Emporium at 1-800-728-0728 or visit us online at www.emporium.schoolnutrition.org

PR Support Materials

One of the best ways to make your breakfast celebration a hit is to invite local media to cover the event. SNA is preparing one general NSBW sample press release and a second regarding the Fuel Your Imagination Creative Writing Contest Winners to help you get the attention your school deserves. Simply download and modify to fit your needs at www.schoolnutrition.org/nsbw or call SNA Headquarters for further information at 1-800-877-8822

Logos and Character Images

The official full-color 'Fuel Your Imagination' logo (in blue and rust) and character artwork are available for use in helping to promote your breakfast program and NSBW. Why not add these logos to your menus, your web site, bulletin board or school magazine/newspaper. The rockets images are also perfect to help promote your own Cafeteria Rocket Race! To request the official logos and images, submit our easy logo request form, found at www.schoolnutrition.org/nsbw



Proclamation

If you like things official, then you will love our NSBW proclamation. A proclamation is a good way to add some ceremony to your breakfast week celebrations by having the major or another dignitary sign and attest it. You may download a sample proclamation at www.schoolnutrition.org/nsbw



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Fuel Your Imagination— Creative Writing Contest

SNA is proud to announce the Fuel Your Imagination creative writing contest, challenging students nationwide to write a short creative story (max 250 words) on how school breakfast can help kids 'fuel their imagination', be the best or achieve their dreams.

The three stories judged to be the best by a panel of judges will be professionally illustrated and displayed for the whole world to see on the official 'Fuel Your Imagination' web site at www.schoolbreakfast.org.

Contest Information

- Students (from grades 1-12) should write an original (not plagiarized) story about how school breakfast helps them fuel their imagination. Stories can be submitted in either typed or handwritten format, but an entry form must be completed.
- To help students 'blast off', there are some 'out of this world' tips on creative writing at www.schoolbreakfast.org. These tools are age based including 'Mad Libs' for early elementary students, and story component ideas for older students. These tools do not have to be used, a 'free style' essay can be entered from any grade level as long as the theme ties into how school breakfast helps fuel you up to do great things.
- Official entry forms and other guidance for School Nutrition Professionals and School Officials can be found at www.schoolnutrition.org/nsbw
- The 'Fuel your Imagination' creative writing contest has a local and national element. All entries by students must be made to a local competition (to be organized by and held in schools or school districts).
- School nutrition professionals are encouraged to arrange a school-wide 'Fuel your Imagination' creative writing contests and judge the entries to determine a **maximum of three overall winners per school**. Judging by school grade level may help you to stimulate interest (but remember you can only pick 3 winners per school to forward to the national contest).
- 3 overall winners per school can be entered (by SNA members or school officials) to the national contest. To judge the national contest, a panel of judges will select three overall winners, based on pre-established criteria, which will be published as part of the official contest rules. SNA will not accept entries directly from students.
- Local creative writing contests can begin in November 2007 and entries to the national Fuel Your Imagination—Creative Writing Contest will be accepted between **November 1, 2007 and December 31, 2007**.
- The three winning stories will be professionally illustrated and displayed for the whole world to see on the official 'Fuel Your Imagination' web site at www.schoolbreakfast.org.

Complete contest rules can be found at www.schoolnutrition.org/nsbw or by calling (800) 877-8822. Deadline for SNA to receive entries from schools is December 31, 2007.

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'Fuel Your Rocket' Rocket Race Fuel Credits

The 'Fuel Your Rocket' race is a fun way for your student astronauts to have their say on how the Fuel Your Imagination campaign develops by fueling up the rocket that they would like to see blast off to Planet Breakfast during NSBW.

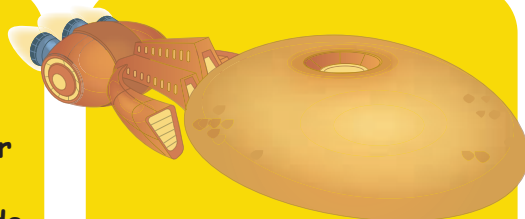
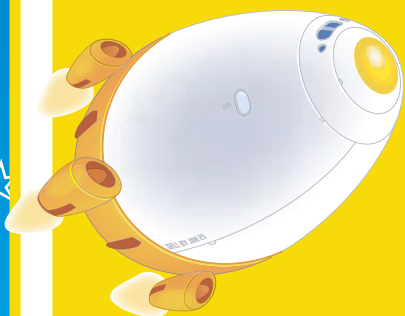
3 cool rockets are on the launch pad at www.schoolbreakfast.org, but only one will receive enough fuel to blast off. Students can fuel the rockets by either logging on and voting directly or you can hold your very own cafeteria rocket race—see page 9 for more details.

The deadline to fuel rockets is March 6, 2008 and the winning rocket will blast off to Planet Breakfast on the last day of NSBW 2008 (March 7, 2008)

Meet the Rockets

Lunar Eggsplorer

There's more to the Lunar Eggsplorer than its sleek shape. It is the sunny side of the fleet and is highly versatile; from scrambling enemy hunger rays to ensuring nutritious breakfast options for all tastes. It's 'eggsactly' the vehicle you need to travel through the space until

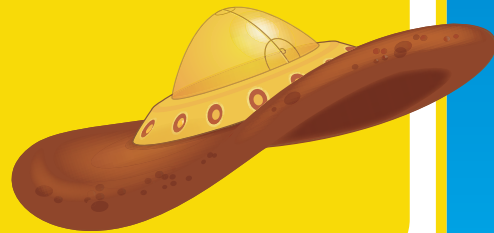


Bagelstar Galactica

If you want to dough where no kid has gone before, this is the rocket for you. It's a high-energy ship, powered by a lowfat cream cheese reactor that keeps it moving at warp speed during even the longest missions. The Bagelstar is highly maneuverable too; you can pick it up preloaded with healthy toppings and take it to class with you!

Sausage Saucer

An 'out of this world' tasting protein packed vessel, the Sausage Saucer is also a great source of iron and will keep you flying all day long. While sausages are not alien to us, did you know they can be spiced up and served in a number of ways, and even as veggie options? Whichever you choose, it's sure to fill the black hole in your appetite!



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Cafeteria Rocket Race Fuel Credits

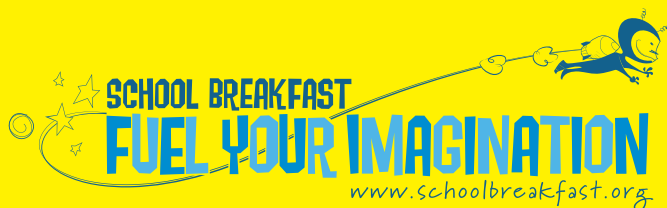
If you are looking to add octane to your cafeteria promotion, why not have a rocket-fueling race in your school. Here are the basic steps:

1. Photocopy as many of the 'fuel credits' (shown on page 10 or download them from www.schoolnutrition.org/nsbw) as you need. Cut them along the perforations
2. Distribute the 'fuel credits' to every participating student and let them choose their favorite rocket
3. Collect the completed forms and count up the credits that each rocket received and announce the winner in your cafeteria.
4. Best of all, send the collated totals to us on the rocket fuel credit form below and we'll add them to the national totals at www.schoolbreakfast.org, meaning your school will really play a part in deciding which rocket has 'lift off'.

Complete the collated rocket fuel credits form below and fax to
(703) 739-3915 or mail to

SNA – Fuel Your Imagination
700 S. Washington St, Suite 300, Alexandria, VA 22314

The deadline for SNA to receive collated rocket race result forms is March 6, 2008.



Rocket Fuel Credits— Collated Results Form

This form is used to record the results of the 'Fuel Your Rocket' Rocket Race Fuel Credits held at your school, allowing them to be added to the nationwide rocket race at www.schoolbreakfast.org.

The rocket race tallies at my school were as follows:



I certify that these are the genuine results of a Rocket Race and should be added to the nationwide totals.

Name _____

Title _____

Signature _____

Date _____

Name of School/District _____

State _____

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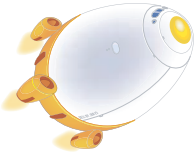
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Rocket Race Register—Student ‘Fuel Credits’

‘Fuel Your Imagination’ Rocket Race Fuel Credit Form

Which of three breakfast rockets would you fuel up and send to Planet Breakfast? Please check one box with your choice.

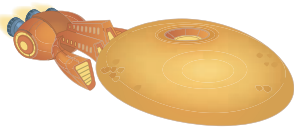


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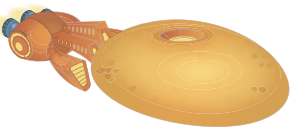


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